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Moore's

TRADE MARK
REG. U.S. PAT. OFF.

PURE LINSEED OIL

House Paint

MANUFACTURED BY

Benjamin Moore & Co.

NEW YORK CHICAGO CLEVELAND
ST. LOUIS CARTERET TORONTO

34497

Moore's

PURE LINSEED OIL

House Paint

MOORE'S House Paint is a ready-for-use mixture, the pigment of which is strictly pure Carbonate of Lead, high grade Zinc Oxide, reinforcing Inert Pigment and permanent tinting colors, properly proportioned to give excellent covering satisfaction, durability and permanence of color. These pigments are ground by the best and most modern paint machinery in pure linseed oil of the highest quality, then thinned with pure turpentine and sufficient high grade dryer. This paint dries hard with a gloss, yet possesses sufficient elasticity to prevent cracking, checking or peeling, and its wearing qualities both inland and at seashore, have proven satisfactory for many years.

This paint will be found more economical and when properly applied will cover more surface, hold its color and lustre better and prove superior to other ready mixed paints or lead, hand-mixed on the job.

Science, chemistry and practical tests have proven conclusively that lead, zinc, reinforcing (inert) pigment and pure linseed oil make the best paint for outside wear. It is also evident that paint made under proper scientific factory control (which includes testing of raw materials to the finished product) is far superior to the hand made product, which is often combined by guess work, as to purity of materials and their proper proportions.

As we rely wholly on quality and price to sell our goods and do no costly magazine and newspaper advertising, we are thus enabled to give the ultimate consumer the benefit of the difference in cost thus saved. This policy conscientiously pursued, has given us the greatest advertising medium in the world,—

SATISFIED CUSTOMERS

who are apt to tell their friends and neighbors when they buy a good article at a reasonable price.

Try Moore's House Paint and be convinced.

OUTSIDE WHITE

- 10 IVORY
- 58 COLONIAL YELLOW
- 62 BUFF TINT
- 15 STRAW
- 61 FAWN
- 82 OAK
- 63 LEATHER BROWN

FLAT INSIDE WHITE

- 18 FLESH COLOR
- 41 CREAM
- 69 SANDSTONE
- 46 DRAB
- 65 LIGHT BUFF
- 21 TOBACCO BROWN
- 23 BROWN

GLOSS INSIDE WHITE

- 66 SKY BLUE
- 45 SILVER GRAY
- 13 PURE GRAY
- 60 GRAY TINT
- 40 PEARL GRAY
- 16 FRENCH GRAY
- 27 LEAD

BLACK

- 36 LIGHT BLUE
- 37 PEA GREEN
- 78 NAVY GREEN
- 30 MOSS GREEN
- ★34 CHROME GREEN
- 54 ESSEX GREEN
- 25 MAROON

Moore's House Paint

QUANTITY REQUIRED

Measure the distance around the house and multiply by the average height. This will give the number of square feet to be painted. Divide this by three hundred and fifty, as one gallon of Moore's House Paint will cover three hundred and fifty square feet, two coats.

EXAMPLE—Front	30 feet
Rear	30 feet
Side	40 feet
Side	40 feet
Total	140 feet
Multiply by height	20 feet
Divide by 350)	2800(8 gals.
	2800 for 2 coats

Amount required—8 gals. for two coats.

Moore's House Paints are made with a heavy body and if necessary, can be thinned with Pure Linseed Oil or Turpentine as the condition of the surface and temperature may require. A rough surface will require more paint than a smooth one, and weather-beaten wood more than new wood. Cold weather requires a thinner mixture than warm. Generally Moore's House Paint covers three hundred and fifty square feet per gallon, two coats.

For Trimming Colors add about one-eighth of the amount needed for body color, depending on the style of architecture.

DIRECTIONS FOR USE

Surfaces to be painted must be thoroughly dry and free from dirt or grease; all loose, powdered or scaly paint must be removed from surfaces previously painted. All knots and sappy places should be given a coat of Shellac.

All paint should be thoroughly mixed before using. The best method is as follows:—

1st—Shake the can thoroughly.

2nd—Remove the entire top of the can and pour the liquid into another clean can.

3rd—Stir the remaining paste thoroughly until all of it is of uniform consistency, being sure to scrape the sides and bottom of the can.

4th—Pour the liquid back into the paste, gradually stirring the mixture until all the liquid has been returned, and the paint is of uniform consistency.

NEW WORK—First or Priming Coat.

To secure penetration add one pint of Pure Turpentine to each gallon of paint. Brush this coat in well. Putty all nail holes before the second coat. Never use Ochre as a Primer. Do not thin primer or second coat with Boiled Linseed Oil.

Second Coat—Apply as received.

Third Coat—Apply as received.

OLD WORK—First Coat.

On old Painted surfaces that are in good condition, add a half pint of Pure Turpentine to the gallon of paint. If the old paint is peeling or scaling be sure that all loose particles are removed.

SecondCoat—Apply as received.

Third Coat—If a third coat is desired, apply paint as received.

SUGGESTIONS FOR PAINTING SUCH WOODS AS CYPRESS, RED CEDAR, CALIFORNIA RED WOOD.

It is advisable, if possible, to allow these woods to weather for some months before painting; however, where this is not possible the following directions will give excellent satisfaction.

Add in the proportion of one quart of Turpentine to one gallon of Moore's House Paint. After this coat has dried it should be allowed to harden about a week before applying a second coat. The second coat of paint should also be reduced, using approximately one pint of Turpentine to one gallon of Moore's House Paint. This coat also should be allowed to dry several days before the final or finishing coat is applied. The finishing coat should be applied as received in the container.

A very desirable procedure in connection with the painting of these woods is to first apply (that is immediately before painting) a brush coat of Turpentine or Benzule. This procedure distributes the pitchy sap in such woods as Yellow Pine, etc., thus preventing this sap from bleeding through subsequent coats of paint and showing a yellow stain.

Why Paint Sometimes Fails.

1—When applied over moisture, soot or grease, the coating cannot penetrate into the surface, invariably causing blistering, peeling or cracking.

2—The use of Ochre as a priming coat.

3—Thinning good paint with cheap non-drying oils sold as substitutes for Linseed Oil.

4—The application of heavy coats flowed on, instead of thin coats well brushed out. Well brushed thin coats wear best.

5—Insufficient time for drying between the application of coats. This time varies according to temperature and weather conditions. It is never advisable to paint when the temperature is below 50° F.

6—Excess of oil in the undercoats producing too glossy a surface to paint to adhere to.

7—Painting in damp or foggy weather, as dampness on the surface causes chalking, peeling, blistering or mildew.

8—Painting a building before the interior plastering is dry often causes exterior paint to blister.

Always a "Moore" *product for every surface*

For the House—Exterior

House Paint
Porch and Deck Paint
Cement Coating
Shingle Stain
Blind and Trellis Green
Impervo Varnishes
Pure Oil Colors
Veranda Furniture Enamel
Paqua (Cold Water Paint)
Moro-Pake

For the House—Interior

Sani-Flat
Floor Paint
Dulamel
Muresco (Hot Water Wall Finish)
Mooiamel
Impervo Varnishes
Dumar Enamel
Interior Enamel
Enamel Underbody
Impervo Surfacer
Liquid and Paste Wood Filler
Calsom Finish (Cold Water Wall Coating)

For Roofs, Barns, Etc.

Silicate of Iron Paint
Security Barn Paint
Metallic Roof and Barn Paint
Roof Cement—Liquid and Paste

For General Home Use

Tile-Like Color Varnish
Tile-Like Enamel
Oil Wood Stains
Bath Tub Enamel
Auto Lustre Polish
Stove Pipe Enamel
Ground Color
Aluminum and Gold Paints
Screen Paint

For Automobiles and Carriages

Automobile Enamel
Superfine Coach and Auto Colors
Coach and Auto Varnishes
Auto Lustre Polish
Engine Enamel
Aluminum Paint

For Wagons, Tractors, Etc.

Wagon Paint
Varnishes
Engine and Machinery Enamel

Industrial Products

Concrete Floor Paint
Graphite Paints
Dado Paints
Machinery Enamel
Radiator Enamel
Iron Filler
Mill White (Flat--Gloss)
Thermical Enamel
Baking Enamels
Fire Apparatus Paint
Vaco Red Lead Paint
Red Lead Preservative

For Ships, Motor Boats, Etc.

Marine Paints
Yacht Paints
Canoe and Boat Paint
Copper Paints
Smokestack Paint
Deck Paint

"Quality Forever-Moore"
DSI

28—B. M. & CO., U. S. A. 11-26

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